Ontario Tourism Marketing Partnership
MARKETING UPDATE
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OFFICE OF THE PRESIDENT & CEO

June has been a very busy and demanding month for OTMPC and the tourism industry. The Tourism Recovery Office is up and running, and OTMPC is working closely with the recovery team reviewing proposals and partnerships on a weekly basis. *Tourism Recovery Update* has just been posted on www.tourismpartners.com. I urge you to visit the site frequently for recovery details and OTMPC partnership information.

Our annual Partnership Forums are underway in 16 communities across Ontario. OTMPC staff are reviewing Tourism Recovery Program details with the industry and seeking feedback on future product and publications strategies and a proposed new sales calendar. Results from the forums will be reported in the July issue of *Marketing Update*.

User sessions at www.ontariotravel.net slowed amid the Iraq War and SARS outbreak, but by the end of May, they returned to 2002 levels. This is likely a result of heavy OTMPC domestic advertising and consumers' ability to order publications online. Fulfillment requests were up by 57% in May over the same period as last year.

Focus groups conducted on May 30 in the U.S. indicate that Americans are still reluctant to travel to Ontario, even if good travel packages are available. We've seen more positive attitudes towards travel in the domestic market, especially where good value packages are offered.

ONTARIO
more to discover
The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

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BOARD NEWS

The OTMPC Board of Directors met in Toronto June 11 and 12 with Anne Marshall of Elmhirst's Resort as the newly appointed Chair. Anne is active in the tourism industry and has been a board member since 2001 and the first Chair of the Outdoor Committee.

OTMPC would like to thank former Chair John Williams, whose term expired recently. John has served on the board since 1999. His leadership over the last two years as Chair was instrumental in guiding OTMPC through many challenges, including 9/11.

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CONCERT FOR TORONTO

The "Concert for Toronto" was a huge success. More than 70,000 music fans came from as far as British Columbia, California, Newfoundland, Northwest Territories, Kansas and Wyoming to enjoy the likes of Avril Lavigne, Barenaked Ladies, Diana Krall and Our Lady Peace. Media reaction was extensive and positive. Toronto restaurants and attractions reported high-volume business.

CONTACT

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MARKETING TO QUEBEC

We are targeting the Quebec market this summer with inserts and direct-mail in Montreal. Our Montreal Station Domination partnership ran the month of June with more than 20,000 Ontario tourism brochures distributed daily to commuters.

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E-MARKETING SUCCESS

As of June 15, consumer registrations to www.ontariotravel.net were 44,911, an increase of 7,200 in two weeks. OTMPC domestic advertising campaigns including on-line promotions have contributed to this growth. You can extend exposure for your business, through OTMPC's consumer web site by registering for a FREE listing at: www.tourismpartners.com

More and more consumers are choosing to order OTMPC publications online from www.ontariotravel.net. Thirty eight per cent of fulfillment orders were made online in the month of May.

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OTMPC HOSTS ONTARIO TRAVEL MEDIA

OTMPC hosted the June 24 meeting of the Travel Media Association of Canada's (TMAC) Toronto Chapter. More than 75 travel writers attended the chic evening held at Mill Street Brewery, a new microbrewery in the heart of Toronto's Distillery Historic District. Tourism and Recreation Minister Brian Coburn was greeted warmly by the writers and won their applause when he announced the creation of a new annual Ontario Tourism Writers' Award.

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NORTHERN CAMPAIGN TARGETS CLEVELAND & MINNEAPOLIS

FedNor teamed with OTMPC on a TV, direct-mail and online campaign. The 30-second TV spot aired during June in Cleveland and Minneapolis. Call to action: KeyTours' Northern Ontario packages. Adventure and Angling direct-mail included contests on two microsites which garnered 1,400 registrations for adventure programming and 3,050 registrations for angling programming.

The Northern Ontario Tourism Association Partners (NOTAP), in partnership with OTMPC, are currently developing a cooperative newspaper insert that will feature late summer/early fall getaway packages to the six northern regions. Insertion will take place the weekend of August 9.

Distribution will include 400,000 inserts in the *Detroit Free Press* and the *Minneapolis Star* as well as 600,000 in the *Toronto Star* and *Winnipeg Free Press*. Advertising opportunities are still available in this piece.

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"JOURNEYS OF DISCOVERY"

Journeys of Discovery, an alliance of cultural heritage tourism partners, was launched to great fanfare on June 3 on the beautiful grounds of Parkwood Estate and Gardens in Oshawa. The alliance involves 65 industry partners offering 22 historic experiences ranging from Uncle Tom's Cabin in Dresden to Bonnechere Provincial Park in the heart of the Ottawa Valley. Ontario and Quebec travel media were treated to a traditional social tea complete with antique cars and costumed interpreters. For further information visit: www.journeysofdiscovery.ca

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PARTNERSHIP OPPORTUNITY

If you're interested in showcasing your event, attraction or association there's an opportunity at this year's Molson Indy in Toronto from July 11-13. Space is limited and organizations are responsible for any "hard" costs. Expected attendance at this year's race is 170,000.

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FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: 416-212-0757, email: tom.boyd@mczcr.gov.on.ca To update your company emails or fax information contact Brynda Browning, Direct Sales Assistant (A) at 416-314-6314 fax: 416-314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.